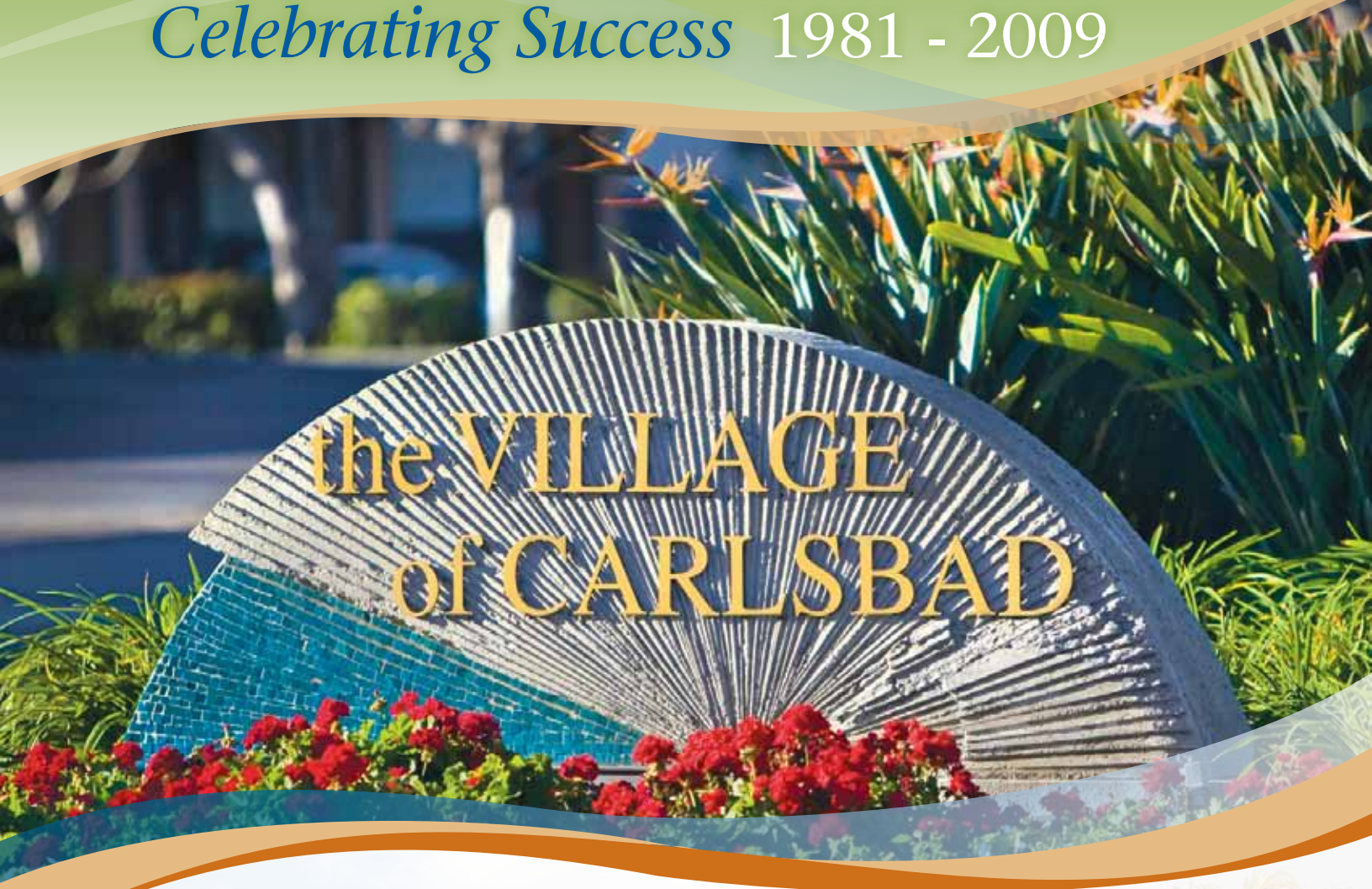


Village Redevelopment and Revitalization Report

Celebrating Success 1981 - 2009



Redevelopment is an enabler; it helps communities to grow inward not just outward.

Redevelopment assists in the effort to enhance and expand local businesses, renovate declining housing, and improve public infrastructure systems and facilities. For the past 28 years, redevelopment of the Village has specifically been focused on the revitalization of the area into a vibrant place to live, work, shop and play. The Carlsbad Redevelopment Agency has also been strengthening the community by providing affordable housing opportunities citywide. This report shares the success of redevelopment in the Village and related affordable housing programs throughout the city.

*We invite you to take a walk through time
and celebrate the success with us.*



CITY OF
CARLSBAD

Housing & Redevelopment

28 Years of Growth and Change

The Village

Carlsbad Village has a colorful history dating back to at least the 1880s when the rail line linking San Diego and Los Angeles was constructed.

The Village experienced early days of glory with the construction of large hotels and spas, but by the 1980s the area was beset by problems common to many older downtowns. Buildings were in poor condition, new competition came from modern shopping centers, and the small lot sizes and patterns made new construction to current city development standards difficult and in some cases impossible.

On May 20, 1976, the Carlsbad Redevelopment Agency became effective, and the plans to generate a future vision for the Village started soon thereafter. In 1981, the Carlsbad City Council adopted the Carlsbad Village Redevelopment Plan in an effort to aid an area that was both depressed and depressing. The commercial vacancy rate languished at over 50 percent. Crime was increasing, and there were a number of disreputable businesses operating in the Village. The area was not a pleasant place to be. As a result of City Council's action, the Carlsbad Redevelopment Agency began using the powers granted under California Redevelopment Law. Through redevelopment, the Village area has received focused attention and financial investment to reverse deteriorating trends, create jobs, revitalize the business climate, rehabilitate and add to the housing stock, as well as gain active participation and investment by residents and local business that would not otherwise occur. These revitalization efforts have positive effects that spill over the Village area boundaries and improve the entire community.

Soon after the declaration of redevelopment for the Village, various activities were implemented to begin the area's renaissance. Programs aimed at making the Village a more livable, safe, accessible, and welcoming place for residents and visitors became a priority. Village redevelopment has been accomplished through partnerships of public and private enterprise. Public funds are used to lay the foundation and provide the preconditions that are necessary for private enterprises to be interested in and capable of investing their financial resources.

Celebrate the Success of Redevelopment

A Free Community Event



The City of Carlsbad invites residents, property owners, businesses and guests to celebrate the success of redevelopment in the Village. Refreshments and appetizers provided by local businesses.

Date: Wednesday, October 28, 2009
Time: 5 – 7:30

*Activities: Short Documentary: Village Theatre, 2822 State St.
Still Photography: New Village Arts, 2787 State St.
Refreshments: Village Fountain, at corner of State & Grand*

“The Village is special because it is so unique to the rest of Carlsbad. My wife and I can walk along the beach, walk to restaurants. The Village is truly a walkable community.”

– Mario Monroy, long time Carlsbad Village resident

Through the redevelopment process, these partnerships of public and private efforts have joined forces to bring new life to the Village. Some of the most notable successes to date have been the following:

- Commercial vacancy rates reduced from over 50 percent in 1981, to less than 5 percent today.
- Increased assessed property values from \$45 million in 1981, to more than \$386 million in 2009.
- Downtown streetscape projects, which added decorative sidewalks, landscaped medians, planters and other areas, crosswalks, the Village fountain, street furniture and decorative lighting on Carlsbad Village Drive, Carlsbad Boulevard, State Street and Grand Avenue.
- Boost to the area's identity by the street name change from Elm Avenue to Carlsbad Village Drive.
- Addition of public art by world renowned artist James Hubbell within streetscapes projects.
- More than \$26 million in public infrastructure (e.g., public parking, storm drains, gutters) has been installed and/or improved in the Village, including construction of the Senior Center.
- Construction of the Coaster-Commuter Rail Station, which led to creating a more sustainable community.
- Recipient of the Golden Footprint Award, by Walk San Diego, recognizing the Village as a premiere walkable community in the County of San Diego.
- Enhanced public safety during the summer months. Police officers get out of their cars and take to the Village on bicycle to interact with people.
- Village consistently receives high marks in city survey – 88 percent of those surveyed who indicated they visited the Village said they had a good (45 percent) or excellent (42 percent) experience.
- Acquisition of key properties throughout the area has ensured continued revitalization into the future.
- Increased residential presence, which ultimately leads to a sustainable neighborhood.
- Nearly 50 new developments constructed or pending construction.
- A total of 826 off-street free public parking spaces.
- Seedy bars and rundown establishments have been replaced by a boutique assortment of appealing retail shops, commercial services and restaurants.

Redevelopment is one of the most effective ways to breathe new life into deteriorated areas plagued by social, physical, environmental or economic conditions that act as a barrier to new investment by private enterprise. Through redevelopment, the Village has received focused attention and financial investment to reverse deteriorating trends, create jobs, revitalize the business climate, rehabilitate and add to the housing stock, and gain active participation and investment by citizens, which would not otherwise occur.

The Village is celebrated as the heart of the city and over the past 28 years has developed through an organic “one project at a time” approach into a pedestrian-oriented downtown with a neighborhood feeling. An undesirable area in the late 1970s has been transformed into a highly desirable destination for residents and visitors alike. ■



“Redevelopment is never finished. Together we have created a wonderful place to live and do business, we have everything. Every day is like a vacation.”

– Thelma Hayes, original Housing and Redevelopment Advisory Committee member

Affordable *Housing*

Redevelopment in Carlsbad means more than just revitalization of the Village; redevelopment also represents affordable housing opportunities for countless residents. A significant component of redevelopment is the requirement to provide affordable housing within a community. Redevelopment Law requires that 20 percent of tax increment revenue be set aside for the specific purpose of providing affordable housing within the jurisdiction. Since 1981, over two thousand affordable



Roosevelt Garden Condominiums.

units have been constructed, which have greatly increased the number of affordable housing opportunities for low-income households in Carlsbad, and more than 400 additional units have been approved and are pending construction. Teachers, military veterans, firefighters, computer technicians and individuals working in the local tourism industry all live in these beautiful affordable developments. Affordable housing provides an enormous opportunity for so many.

One of the primary hallmarks of the City of Carlsbad's redevelopment and affordable housing programs is the Inclusionary Housing Ordinance. The Ordinance provides that not less than 15 percent of all residential units in any master plan, specific plan or residential subdivision must be set aside and be affordable to lower-income households. The program also ensures that lower income housing is not centralized in an isolated area but rather distributed throughout the community. ■

"I am really pleased that what we see in the Village area is reflective of the revitalization goals that were established by merchants, land owners and the city over 30 years ago. The original character of the Village has been retained and enhanced through city investment in infrastructure and private investment in renovation and new development. To those who worked with me and those who came after me, I say "Good job! Stay the course."

— Jack Henthorn, Former City of Carlsbad Housing and Redevelopment Director, private developer



2965 Roosevelt St., Suite B.

Tracking Success *Over Time*



Before Redevelopment: Looking West on Grand Avenue.



Today: Looking West on Grand Avenue.



Before Redevelopment: Carlsbad Boulevard, not pedestrian friendly.



Today: Carlsbad Boulevard, with medians and sidewalks.



Before Redevelopment: Looking North on Carlsbad Boulevard from Pine Avenue.



Today: Looking North on Carlsbad Boulevard from Pine Avenue.

Tracking Success *Over Time* cont.



Before Redevelopment: Corner of State Street and Laguna.



Today: *Laguna Condominiums.*



Before Redevelopment: Vacant property owned by North County Transit District.



Today: *The Coaster-Commuter Rail Station now provides residents the opportunity to travel North and South without having to get in a vehicle and contribute to the daily traffic congestion.*



Before Redevelopment: Vacant land near corner of Carlsbad Boulevard and Carlsbad Village Drive.



Today: *Streets, medians and safety devices have been added, along with the construction of the Village Faire Shopping Center.*



Before Redevelopment: 2907 State St. was the Village's General Store.



Today: 2907 State Street is now the site of Caldo Pomodoro Restaurant.

"I can remember when Caldo Pomodoro used to be the local general store. A lot has changed. The city fathers have done a really great job creating a safe family friendly neighborhood."

– Ofie Escobedo, Lola's 7 Up Market and Deli



Before Redevelopment: 417 Carlsbad Village Drive; abandoned building.



Today: 417 Carlsbad Village Drive is now home to the popular Fish House Vera Cruz Restaurant.



Before Redevelopment: 571 Carlsbad Village Drive was home to the local Wonder Bread and Hostess store; abandoned building for many years.



Today: Now 571 Carlsbad Village Drive is the location for the renowned Pizza Port Restaurant and Microbrewery.

Tracking Success *Over Time* cont.



Before Redevelopment: 2924 Carlsbad Blvd; vacant building and underutilized property.



Today: The local Starbucks Coffee house at 2924 Carlsbad Blvd.

Welcome *Homes*

With financing from redevelopment, as well as other funding sources, the City of Carlsbad has been able to partner with private affordable housing developers to build several affordable communities. Pictures below are just a few of the affordable complexes that can be found throughout Carlsbad.



Vista Las Flores, 6408 Halyard Place.



Laurel Tree, 1307 Laurel Tree Lane.



Cassia Heights, 2029 Cassia Road.

SHOPS • RESTAURANTS • GALLERIES • THEATRES

Carlsbad Village Association

experience the village



www.experiencecarlsbadvillage.com

Carlsbad Village Association

experience the village



ARTS/ ENTERTAINMENT

- 1 NewVillage Arts
- 2 Front Porch Gallery
- 3 Ivanffy-Uhler Gallery

BANKING

- 1 California Bank & Trust
- 2 Union Bank of CA

FOOD/GROCERY/ DINING

BAKERY

- 1 Carlsbad Danish Bakery

FOOD/WINE

- 2 The Wine Spot
- 3 Witch Creek Winery

GROCERY

- 4 Village Natural Health

RESTAURANT

- 5 Beach City Smoothies
- 6 Dini's By the Sea
- 7 Fish House Vera Cruz
- 8 Fresco Trattoria
- 9 Garcia's Mexican Restaurant
- 10 Le Passage French Bistro
- 11 Ocean House
- 12 Pollos Maria Restaurant
- 13 Vigilucci's Cucina Italiano

HEALTH/Wellness

- 1 30 For Life
- 2 California Pilates Center
- 3 Carlsbad Wellness Chiropractic
- 4 Chrysalis Salon
- 5 Massage Carlsbad
- 6 The Genesis Center

LODGING

- 1 Carlsbad Inn Beach Resort
- 2 Surf Motel
- 3 Tamarack Beach Resort

PROFESSIONAL SERVICES

DENTISTRY

- 1 Packard Dental Group, Inc.

DESIGN/PRINTING

- 2 ZASI Creative
- 3 The Printery

INSURANCE

- 4 Allstate Insurance
- 5 Forsyth & Associates Insurance

PERSONAL SERVICES

- 6 Donna Alpner, MFT
- 7 Garcia's Barber Shop
- 8 SQS Video Communications

PHOTOGRAPHY

- 9 Jeff Kassebaum Photography

PLUMBING

- 10 Arthur A. Brown Plumbing Company

REAL ESTATE

- 11 Full Commitment Real Estate
- 12 HomeLife Village Realtors
- 13 Turner Real Estate

TAXES

- 14 Total Tax Services, Inc.
- 15 Linda Rosso Tax & Bookkeeping

SHOPPING

ANTIQUES/ARTS/GIFTS

- 1 Carlsbad Village Art & Antique Mall
- 2 Chandler's Gallery & Boutique
- 3 Guy Stuff
- 4 Vigne Antiques

BOUTIQUE

- 5 Dana G
- 6 Fairen Del
- 7 Lemonchello

CHILDREN'S APPAREL

- 8 Rockin' Sprouts

JEWELRY

- 9 Famulare Jewelers
- 10 R & D Collectables
- 11 Somewhere in Time
- 12 Tashci Design

SPECIALTY

- 13 Blessings...Christian Books & Gifts
- 14 Ohana Creations
- 15 Paperback Book Exchange
- 16 Stained Glass Overlay
- 17 Stone Soup Store
- 18 Wesco Pet Supplies

SPA SERVICES

- 1 Beehive Waxing Salon of Carlsbad
- 2 Michel Petite Spa & Skin Care Gallery
- 3 Serenity Skin and Body Care
- 4 Spa Samudra

■ Historic Sites
 ■ Community Service
 ■ Free Public Parking (posted time limits enforced 7 am - 6 pm except Sundays and Holidays)

■ ■ ■ ■ ■ Walking Trails

New Structures *and Fresh Facades*



Village by the Sea.



Carlsbad by the Sea.



Carlsbad Beach Inn and Resort.



Roosevelt Center.



2917 State Street.



Tamarack Beach Resort.



*You are Invited to
Celebrate the Success of
Redevelopment*

Continuing Community *Revitalization*

Looking forward, redevelopment and revitalization efforts will continue long into the future. The Village redevelopment programs have been anchored by the concept of public/private joint partnership, and that same theme is expected to carry on into Phase II of efforts to enhance the Village. Going forward similar models of public/private partnerships will also

continue to prevail in the area of affordable housing. Continuing revitalization efforts in the Village as well as providing diverse and affordable housing opportunities for all those who continue to live, work and play in Carlsbad remain City Council priorities. The San Diego Association of Governments (SANDAG), San Diego's regional planning agency, has designated the Village as a smart growth opportunity area thereby encouraging future sustainable development and revitalization efforts.

Since 1981 when the Village Redevelopment Plan was adopted, community partnerships can be directly linked to the success of redevelopment and will continue to be paramount in projects yet to come. Numerous organizations, local businesses and residents have expressed their interests in helping to maintain a thriving Village environment and will be counted upon to continue the enhancement efforts.

While the initial phase of redevelopment may be complete, the revitalization and renaissance efforts throughout the community will continue for many years to come. The City along with several other non-governmental organizations will work in concert to help grow and maintain a top quality Village area for all to enjoy. ■

